

Research Title	The Value Creation of Wellness Tourism Products for High Quality Tourists in Phetchaburi and Prachuap Khiri Khan Provinces
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The objectives of the research on “The Value Creation of Wellness Tourism Products for High Quality Tourists in Phetchaburi and Prachuap Khiri Khan Province” are (1) to study the behavior and attitude of high quality tourists in Phetchaburi and Prachuap Khiri Khan Province by collecting data from a questionnaire in order to study the behaviour and attitude of 400 Thai tourists and 400 foreign tourists (2) to study the potential and availability of spa product businesses in Phetchaburi and Prachuap Khiri Khan Province by collecting qualitative data from interviewing 20 hotel and spa business entrepreneurs (3) to study and develop products for qualitative tourism based on local wisdom to support high quality tourists in Phetchaburi and Prachuap Khiri Khan Province that is scientifically based, to develop cosmetic products and (4) to find guidelines for value creation of qualitative tourism to support qualitative tourists in Phetchaburi and Prachuap Khiri Khan Province that is qualitative research by collecting data from a brainstorming meeting of 25 stakeholders. The results are as follows:

1. The study of behaviour and attitude of high quality tourists in Phetchaburi and Prachuap Khiri Khan Province

1.1 Thai tourists are mostly female, having an age of between 25-34 years, graduating with a bachelor’s degree, working in a private organization with an average salary between 15,001-30,000 Baht / month, having a 2 day trip with family in Phetchaburi and Prachuap Khiri Khan Province, with the purpose of relaxation and searching for information on health tourist attractions through respective websites. On the behaviour and trend of using wellness tourism activities, most of them use the service for the first time; they have previously used Thai massage and are still

interested in Thai massage the most. The popular price is 100 – 300 Baht per time. They enjoy the exotic experiences. They are satisfied using herbal soap and are interested in using and buying lotion. They think that the factor resulting in an obstacle to the attention of health tourism is the inconvenience of travel.

1.2 Most foreign tourists are female, having age between 41-60 years, graduating with a Bachelor's degree, working in a personal business / business owner, having an income 36,001 - 45,000 dollars/year and taking 3 day trips with family in Phetchaburi and Prachuap Khiri Khan Province, with the purpose of relaxation and searching for information on health tourist attractions through respective websites. On the behaviour and trend of using wellness tourism activities, most of them have used the service for 2 or 3 times, they have previously used Thai massage and are interested in Thai massage the most. The popular price is 100-300 Baht per time. They love to go alone. They are satisfied using Shampoo products the most. They are also interested in using / buying shampoo, lotion and hair conditioner. They think that the factor resulting in an obstacle to the attention of health tourism is price.

The hypothesis test found that the different demographic characteristics of Thai tourists influences wellness tourism behaviour in all aspects except income. Simultaneously, the different demographic characteristics of foreign tourists influences wellness tourism behaviour in all aspects except gender.

The test of Structural Invariance of causal relationship model for the satisfaction in using spa products and activities of between Thai and foreign tourists found that the causal relationship model of the satisfaction in using spa products and activities of between Thai and foreign tourists has an invariance ($p\text{-value} > .05$) that is the satisfaction in using spa products and activities between Thai and foreign tourists is not different.

2. The study of potential and availability of Spa products business in Phetchaburi and Prachuap Khiri Khan Province

Phetchaburi and Prachuap Khiri Khan Province is the province that has various tourism attractions and activities for Thai and foreign tourists to experience, perfect for relaxation, such as beautiful beaches, waterfalls, mountains and rivers. Important tourism services such as world-class golf courses for golfers who stay in resorts and spa and sports for health. The service in standard and premium levels for VIP guests and world-class wellness tourism services are Chivasom and Six Senses. Spa business is an activity that gets more attention from tourists every year and has continuously expanded as well. The emerging hotels will offer a golf course and spa as complementary as many spa businesses both day spas and spa hotel and resorts

support foreign tourists who have a high purchasing power. Tara Mantra, Cha-Am district, Phetchaburi province and Vartika Resovilla Kuiburi, Prachuap Khiri Khan Province have potential and availability because they are medium-sized hotels, have their own distinct identity and outstanding service with spa services that are fully integrated available for tourists / customers.

3. The study and development of wellness tourism products based on local wisdom to support high quality tourists in Phetchaburi and Prachuap Khiri Khan Province

The product development of the Tara Mantra resort, Cha-Am district, Phetchaburi province can be classified into 2 sets as follows (1) In-room amenities that are shower gel, bath lotion, 2 in 1 hair shampoo, hair conditioner, body lotion, soap and (2) Spa products that are palm sugar-salt-lemon body scrub, body mask gel, body mask cream and Bath bomb made from local herbs such as lemon, palm sugar, etc.

The product development of the Vartika Resovilla Kuiburi, Prachuap Khiri Khan Province can be classified into 2 sets as follows (1) In-room amenities that are shower gel, hair shampoo, hair conditioner, body lotion and aloe vera gel by using local unique scents of Kuiburi district, Prachuap Khiri Khan Province that are pineapple, coconut, aloe vera and beach morning glory and (2) Spa products that are Coffee body scrub, Coffee body massage, Coffee body mask, Coffee facial scrub, Coffee facial massage, Coffee facial mask and Foot massage made from local herbs such as pineapple, coconut, aloe vera and coffee.

The development of wellness products of both hotels can reduce the cost of product development by 40-50%.

4. Guidelines of Value Creation of Wellness Tourism Products for High Quality Tourists in Phetchaburi and Prachuap Khiri Khan Province

4.1 To stimulate demand for wellness tourism in Phetchaburi and Prachuap Khiri Khan Province, the key element is the study of behaviour and demand of wellness tourists and marketing to stimulate a trend of wellness tourism by (1) integrating public relations to create an image of wellness tourism in Phetchaburi and Prachuap Khiri Khan Province through Global and local media in the market both online and offline media and (2) to encourage tourism operators and personnel in Phetchaburi and Prachuap Khiri Khan Province to develop online marketing knowledge through the structure of Digital Media Platforms such as Facebook, Line, Twitter, Instagram.

4.2 The supply of wellness tourism in Phetchaburi and Prachuap Khiri Khan Province includes:

- The potential development of wellness tourism operators and marketing by encouraging and supporting marketing to wellness operators in various activities such as supporting a central website preparation for wellness services of Thailand that provides various languages, organizes activities to promote wellness tourism in Thailand and participates in trade fairs.

- Development of a service standard of business should improve the quality of service of employees to meet the standards.

- Personnel development of wellness service to meet standards are regarded as the heart of both national and international business operation by having both quantitative and qualitative personnel development of wellness service at the same time in order to meet the needs of the wellness tourism business.

- Destination Brand development of wellness tourism in Phetchaburi and Prachuap Khiri Khan Province to be cleared, such as the development of “Hua Hin” to be Hua Hin Wellness City, to support high purchasing power foreign tourists.

- Development and upgrading the quality of wellness tourism attractions to be standardized by promoting and supporting private sectors to develop wellness tourism attractions in various forms such as a center of herb for tourism, a creative wellness service center that can create value such as preparation of an integrated unique wellness tourism routes in both provincial and regional levels, wellness services related to holistic health care, yoga, meditation and healthy food offering to foreigners.

- A collaboration networking with community, tourism business should be built with the community by developing wellness tourism services within the community by promoting and supporting research in order to bring knowledge or resources of the community to continuously develop the standard of community wellness services including establishment of wellness tourism community that can connect with the main tourism attractions of each province as well as the emphasis on conservative wellness services can continue local skills and knowledge and create added value simultaneously.

- Collaboration networking with government agencies which are important mechanisms in determining the direction of development of qualitative tourism including collaboration with the Tourism Authority of Thailand (TAT) and private sectors to promote tourism such as a measure for sustainable tourism

promotion in the dimensions of both “value” and “worth” for social balance and economic growth, acceleration of marketing and public relations plan development to attract foreign tourists under a strong and unique brand.